

## Message Text

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PAGE 01 COLOMB 02999 171202Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W  
-----065396 171323Z /46  
R 170915Z AUG 77  
FM AMEMBASSY COLOMBO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7933

UNCLAS COLOMBO 2999

E.O. 11652: N/A  
TAGS: EINV, CE

SUBJ: INVESTMENT OPPORTUNITY

REF: 10 FAM 167, EXHIBIT 167.3B

1. SRI LANKA
2. AMEMBASSY COLOMBO
3. ONE
4. AUGUST 12, 1977
5. MANUFACTURE OF CIGARETTES
6. JOINT VENTURE OR LICENCE
7. CIGARETTE PRODUCTION AND SALES IN SRI LANKA ARE PRESENTLY MONOPOLIZED BY THE CEYLON TOBACCO COMPANY LIMITED (LICENSEE OF BRITISH-AMERICAN TOBACCO COMPANY) WHOSE DAILY OUTPUT IS APPROXIMATELY 17 MILLION CIGARETTES. THE PROPOSING FIRM ESTIMATES THAT TOTAL DEMAND IS ABOUT 23 MILLION PER DAY INCLUDING CIGARS AND BEEDIES. THE PROPOSING FIRM BELIEVES THAT A COMPETITIVE TOBACCO INDUSTRY COULD CAPTURE A SIGNIFICANT

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SHARE OF THE LOCAL MARKET AS WELL AS EXPORT TO OTHER COUNTRIES IN THE REGION, AND WISHES TO COLLABORATE WITH AN AMERICAN CIGARETTE MANUFACTURER. THE AMERICAN TOBACCO COMPANY AND PHILLIP MORRIS WERE MENTIONED SPECIFICALLY. THE PROPOSING FIRM WILL PREPARE A DETAILED MARKET REPORT FOR INTERESTED AMERICAN FIRMS.

8. THE MAHARAJA ORGAINZATION LIMITED, P.O. BOX 319  
MAHARAJA BUILDING, COLOMBO, SRI LANKA

9. WTDR UNDER PREPARATION

10. MR. VASANTA COOMARASWAMY, GENERAL MANAGER

11. MANUFACTURER, IMPORTER/EXPORTER AND AGENT/DISTRIBUTOR

12. MANUFACTURES PVC PLASTIC PIPES, WIRE NAILS, PHARMACEUTICALS,  
COSMETICS AND INKS. IMPORTS HEAVY MACHINERY, CHEMICALS,  
HARDWARE, FOOD PRODUCTS, TELECOMMUNICATIONS EQUIPMENT AND  
COSMETICS. EXPORTS TEA, GEMS, AND SPICES. WHOLESALERS AND  
RETAILS ALL OF THE ABOVE PRODUCTS.

13. LARGE

14. SRI LANKA AND OVERSEAS

15. NONE

16. AGENT FOR LOUIS DREYFUS COMPANY (GRAIN EXPORTS FROM THE  
US), UNIROYAL CHEMICAL, DOW CHEMICALS, 3M (SINGAPORE BRANCH),  
KENDALL INTERNATIONAL DIVISION, PARKER PEN COMPANY AND  
WAGNER ELECTRIC CORP.

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17. ALL TOBACCO USED IN SRI LANKA IS DOMESTICALLY GROWN;  
CIGARETTE PAPER AND PACKAGING MATERIALS ARE IMPORTED.

18. CAPITAL AND TECHNICAL ASSISTANCE

19. THE DEMAND FOR TOBACCO PRODUCTS IS HIGH IN SRI LANKA AND  
THE EXISTING MONOPOLY HAS HAD NO COMPETITION. THE NEW GOVERN-  
MENT OF SRI LANKA ELECTED ON JULY 21, 1977, HAS STATED THAT  
IT INTENDS TO ENCOURAGE MORE PRIVATE SECTOR COMPETITION WITH  
PRIVATE AND STATE OWNED MONOPOLIES. THERE APPEARS TO BE ROOM  
FOR ANOTHER CIGARETTE PRODUCER IN THIS COUNTRY. THE MAHARAJA  
ORGANIZATION IS A LARGE, AGGRESSIVE COMPANY WITH GOOD MANAGE-  
MENT. IT ALREADY REPRESENTS MANY AMERICAN FIRMS AND SHOULD  
BE ABLE TO UNDERTAKE THE PROPOSED VENTURE WITH THE PROPOER  
TECHNICAL AND FINANCIAL ASSISTANCE.

20. YES

21. J. SPILLANE

22. ALL THE EQUIPMENT FOR A NEW CIGARETTE FACTORY WOULD BE  
IMPORTED FROM THE US.

WRIGGINS

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01-Jan-1960 12:00:00 am  
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**Disposition Approved on Date:**  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 46316b59-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION NEA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 3  
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**Retention:** 0  
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**Review Withdrawn Fields:** n/a  
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**To:** COM  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
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**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009